

Hear from Your Peers Boosting Breakfast

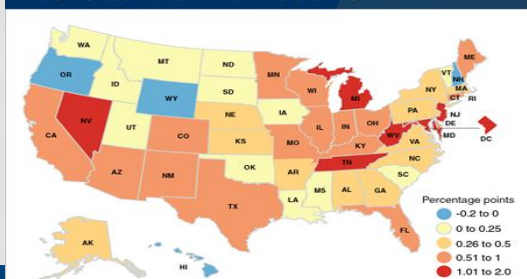


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Participation in USDA's School Breakfast Program grew from 2009 to 2014 in almost all States

Change in per-capita School Breakfast Program participation, 2009-14



Source: USDA, Economic Research Service, Food Environment Atlas.

Breakfast Participation in Iowa

- Ranks 47th
- Over 80% do not participate in school breakfast
- However, 79% participate in school lunch

School meals participation in Iowa, 2011-2012⁷

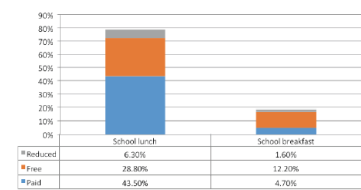


Table 1 Percentage of Iowa students participating in school lunch versus school breakfast by paid, reduced, and free participation, 2011-2012 school year school year.

School Breakfast Signage

- Identify items of a reimbursable meal
- <https://www.educateiowa.gov/pk-12/nutrition-programs/school-breakfast-program>

Build a Healthy Breakfast!
 Choose at least 3 items
 make sure to take a fruit or vegetable!

Entrée Choices	WG Pancake	= 2 items
	Egg Sandwich	= 3 items
	Bagel	= 2 items
	Cereal	= 1 item
Fruit & Vegetable Choices	Applesauce	= 1 item
	Orange Juice	= 1 item
	Banana	= 1 item
Milk Choices	Skim White	= 1 item
	1% White	= 1 item
	Skim Chocolate	= 1 item
Other Choices that are Part of the Meal	Tri-Tator	= 0 items

USDA is an equal opportunity provider.

School Breakfast Survey

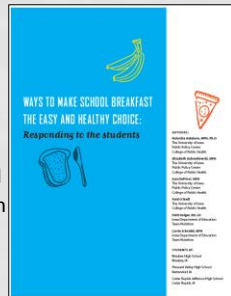
Sample survey provided

- Run questions by a couple of students first
- Only ask questions you are willing to make changes to accommodate
- What do you really want to know?
- Use data to share future ideas with administration

U of IA will assist with student survey, contact natoshia-askelson@uiowa.edu

Best Practice Guide

- Team Nutrition Grant
- Developed by U of IA
- Student perspectives:
 - Waukee High School
 - Pleasant Valley High School
 - Cedar Rapids Jefferson High School



Student Involvement

- Barriers to participating in school breakfast
- Benefits to eating school breakfast
- Ideas for improving breakfast participation
- Twitter campaign promoting school breakfast
- Best practices to increase participation



"No one knows about school breakfast"

- Find a way to tell them about breakfast. Social media? Ask students what would work for them.
- Be consistent with messages, a message sent once a month with the menu is not effective
- Take pictures of breakfast items or taste test and promote them at lunch
- Students need an incentive to try it!



Competing Priorities

- #1 is sleep!
- Must be convenient and require no extra time
 - Grab n' Go station at entrance
 - Popular coffee shops, fast food restaurants, and convenience stores are all trying to entice students to eat breakfast
- Promote the benefits of school breakfast, use of school meal account, no cash or cards needed!

Policies

- Allowing students to take food from the cafeteria
 - Have students share the benefits with administrations
- Bus schedules
 - Moving location of breakfast kiosks for convenience
 - If schedules are discussed in future, factor in breakfast



What do students want to eat?

- | | |
|---------------------------|---|
| • Yogurt | • Bacon |
| • Smoothies | • Fresh Fruit (not just apples and bananas) |
| • Omelet Bar | • Bagels |
| • Parfait Bar | • Power Bars |
| • Hash Browns | • Mini Pancakes |
| • Breakfast Pizza | • Waffles |
| • Sausage and Egg Biscuit | • Hot Pockets |
| • Iced Coffee | • Crackers and Cheese with Sausage |
| • Breakfast Burritos | |

What do Alternative Breakfasts Look Like?



Breakfast in Classroom

- Packed into coolers and delivered to classroom by nutrition staff
- Students eat during first 10-15 minutes of class
- Meals counted using rosters



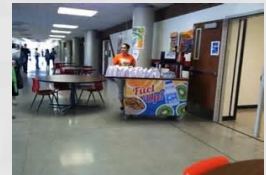
Grab n' Go Breakfast

- Students pick up bags as they arrive (cafeteria or kiosk)
- Eat in commons area or classroom
- Meals counted via POS – manual or wireless



Second Chance Breakfast

- Students eat after first period in cafeteria or eat a bagged meal in between classes
- Works well for Middle or High Schools



Alternative Breakfast Sub-Grants

- \$500
- Must support alternative breakfast
- Involve students in the planning
- Deadline: March 7th



National School Breakfast Week, March 7 -11th

- Awareness of school breakfast
- Start or pilot alternative style breakfast
- Decorate the cafeteria!
- Press release to local papers and news stations
- Inform teachers of the week
- Utilize social media, school website, and daily announcements

www.schoolnutrition.org



Hear from Your Peers

- Lynn Large – Marshalltown CSD
- Ellen Saret – Des Moines Public Schools
- Julie Miller – Oskaloosa CSD
- Lora Jenson – Mason City CSD

Marshalltown – Grab 'n Go



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Marshalltown – Grab 'n Go



Des Moines – Breakfast in the Classroom



Des Moines – Breakfast in the Classroom



Des Moines – Breakfast in the Classroom



Des Moines – Breakfast in the Classroom



Oskaloosa – Grab 'n Go



Oskaloosa – Grab 'n Go



Mason City – Grab 'n Go



Mason City – Grab 'n Go



Mason City – Grab 'n Go



What alternative style breakfast are you doing at your school?

What were the challenges that you faced and how did you overcome them?

Describe the successes your school has experienced with alternative breakfast style.

What is one piece of advice that you would offer to schools that are considering alternative style breakfast?

Questions for our Panelists



Elbow Partner

- Share two action steps you plan to take when you return to your school related to school breakfast?

